

远离尘嚣 走近自然 给心放一个假

——中欧天津校友会 “环团泊湖骑行”之旅

CEIBS Tianjin Alumni Cycling Tour Around Tuanpo Lake

5月19日，中欧天津校友会“环团泊湖骑行”之旅在美丽的团泊湖举行，本次活动由天津爱玛科技股份有限公司赞助举办。骑行地点位于静海团泊湖，水库占地666.7公顷，是天津市两大自然保护区之一，有“华北明珠”之美誉。

面对宽阔清澈的湖水，释放沉积已久的压力，清风徐来，水波不兴，碧草蓝天，绵延如锦，队员们纷纷拿出手机拍照，记录这一刻的惬意与喜悦。

骑行路线绕湖一周，全程近37公里。由于本次骑行队员非专业选手，车辆多以山地车为主。简单的准备操之后，骑行正式开始。经历了起初的新奇，中途的疲惫，当队员们拼尽全力，冲过

终点的时候，骑行已经由最初的休闲运动，变成一次自我挑战。队员们激动地说：“从来没有想过，我还能这样冲刺！”骑行经验丰富的卡斯塔蒂说：“来到中国后，这是我第一次这么畅快地骑行！我爱中国！我爱爱玛！”

骑行结束后，在主办方的安排下，队员参观了现代化的自行车生产线和产品展厅。参观展厅的时候，队员们惊叹：“原来电动车有这么多款式，简直就是艺术品！”

骑行作为一种时尚、健康的运动健身方式，已在国内悄然兴起，日渐流行。我们的下一个目的地也许是法国，也许是青海湖，也许是某个不知名的小镇，让身体回归自然，给心放一个假，轻松、闲适、充满活力，这才是我们的目标。

文/ 崔玮 By Cui Wei

CEIBS' Tianjin alumni enjoyed a cycling tour around beautiful Tuanpo Lake on May 19, thanks to support from Tianjin Aima Technology, which specializes in producing electric bicycles as well as BMX. Known as the "pearl of north China" and located in Jinghai County, the lake covers an area of 6.667 square kilometres and is one of two nature reserves in Tianjin.

The riders did a few warm up exercises and then hopped on their bicycles. Most rode mountain bikes, which non-professional cyclists find easier to use. The day was beautiful, the clear blue sky and billowing white clouds were the perfect complement to the greenery surrounding the lake. Many of the riders captured moments along the route with their cameras.

Though energetic at first, many riders tired halfway through the 37-kilometre route. What had

begun as a leisurely ride became a personal challenge as all tried their best to finish the ride. The youngest participant was only six years old yet he managed to find the strength to finish on his small bicycle.

Following the ride, participants visited Tianjin Aima Technology's modern bicycle production facilities, and exhibition room. They were impressed by the variety of styles on display.

Cycling has become an increasingly popular way for Chinese to stay fit. After the day's event, the Tianjin cyclists discussed Qinghai Lake, or even France, as possible locations for their next riding tour. However they agreed that the destination isn't as important as the ride itself, which provides a relaxing way to keep fit while also enjoying their leisure time and fulfilling their goal to "Love life, health and nature!"

参与本次骑行活动的队员：
 天津日报总经理李锋先生及夫人
 欧盟商会天津代表卡斯塔蒂先生
 天津施拉特科技有限公司总经理
 畅波先生及夫人
 法尔福钢绳（上海）有限公司经理
 臧智宏先生
 天津市东麒麟林商贸有限公司
 总经理曹海礁先生及夫人
 天津市普友机电设备制造有限公司
 董事长晏青先生
 天津爱玛科技股份有限公司高级
 副总裁袁凤女士

The Cyclists:

- General Manager of *Tianjin Daily* Li Feng and his wife,
- Board Chairman of the EU Chamber of Commerce's Tianjin Chapter Gabriele Castaldi,
- General Manager of Tianjin Shirat Enterprise Chang Bo and his wife,
- Manager of Pfeifer Steel Wire Rope (Shanghai) Zang Zhihong,
- General Manager of Tianjin Dong Qi Rui Lin Trading Cao Haijiao and his wife,
- Chairman of Tianjin Pu You Mechanical & Electrical Equipment Manufacturing Company Yan Qing,
- Senior Vice President of Tianjin Aima Technology Yuan Feng.



品茗之旅

——EMBA北京学员赴云南省双江县考察

EMBA's Receive Tea Tips in Yunnan



茶艺茶道表演，还品尝了各款茶叶。学员们认为，勐库茶叶有限责任公司管理规范，茶叶的生产加工各个环节认真严谨，茶叶品质与世界高端产品相比毫不逊色。民族茶艺茶道既展示了茶文化，也浓缩了地域民族文化，集哲学、伦理、历史、文学、艺术于一体，蕴藏高雅韵致。

考察结束后，学员们纷纷出资购买精制茶品，准备馈赠亲朋好友，并表示会在今后的职业生涯中将目光瞄向双江县的茶叶资源优势，探索商机，寻求合作共赢。

8月2日，中欧国际工商学院2013级EMBA北京2班学员一行31人赴云南省双江拉祜族佤族布朗族傣族自治县勐库茶叶有限责任公司考察，临沧市人民政府副市长赵子杰等当地领导陪同参观。

学员们近距离观察了普洱茶的制作流程、工艺，欣赏了拉祜族、佤族、布朗族、傣族的民族



The history behind Mengku Tea Company, a peek into its processing of Pu'er tea, elaborate tea ceremonies, and of course a sampling of the brew were all on the agenda during a visit by 31 students of EMBA 2013 Class 2 (Beijing). Accompanied by local officials, they visited the company's facilities in Shuangjiang Lahu, Va, Blang and Dai Autonomous County in Yunnan Province on August 2.

The visit provided insight into Yunnan's ethnic features, combining local philosophy, ethics, history, literature and art. The tea ceremonies

were performed by different ethnic groups, such as the Lahus, Vas, Blangs and Dais.

Mengku says it has developed a standardized management system and a strict series of tea processing procedures which ensure that the quality of its product is comparable to some world renowned brands.

Students left with gifts of tea purchased for family and friends. They also promised to leverage Shuangjiang's abundant tea resources and look for opportunities to collaborate in the future.



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**中欧大讲坛
Master Forums**

1. 7月14日，首届华欧创投中欧校友大讲坛在上海校园隆重举办。中欧校友关系事务部主任王庆江先生，华光资本董事长张永汉先生，小阿华集团董事长陈仁华先生，天臣国际医疗科技有限公司董事长陈望宇先生，天正集团董事长高天乐先生，上海银行副行长贺青先生，凤凰集团总裁王朝阳先生，汪氏蜂业集团董事长汪玲女士，扬子江药业董事徐瑛女士，上海交大信息技术与电气工程研究院副院长张捷先生，以及来自校友企业的各界嘉宾出席，共同探讨企业发展多元化问题。

CEIBS Shanghai Campus was the venue for the first session of the HGI FINAVES CEIBS Master Forum held on July 14. Participants, who discussed the diversity of their enterprises' development, included HGI Chairman Zhang Yonghan, Xiao Ahua Chairman Chen Renhua, Tianchen International Medical Science and Technology Chairman Chen Wangyu, Tengen Group Chairman Gao Tianle, Shanghai Bank Vice President He Qing, Phoenix Industry President Wang Zhaoyang, Wangs Bee Garden Chairman Wang Ling Yangtze River Pharmaceutical Group Chairman Xu Ying, Vice Dean of Shanghai Jiao Tong University's School of Electronic Information and Electrical Engineering Zhang Jie, along with guests from alumni enterprises.

2. 7月6日，新城控股2013中欧大讲坛第三讲在上海校园拉开帷幕。中欧组织行为学及人力资源管理学系系主任穆恩教授与现场嘉宾共话“组织中的识人之道”。

CEIBS Professor of Organizational Behaviour and Human Resources Management Henry Moon explored how to identify different types of people within organizations during the third session of Future Holdings 2013 CEIBS Master Forum held at CEIBS Shanghai Campus on July 6.

3. 6月15日，cado2013中欧校友大讲坛第二讲在上海校园成功举行。浙江军区原副司令员张天富（EMBA 2001）少将与大家分享了他对于人生的思考。

Former Vice Commander of Zhejiang 'Mac' Zhang Tianfu (EMBA 2001) shared his thoughts on the topic of "Life Reflections" during the second session of the cado 2013 CEIBS Master Forum on June 15.





1.王庆江主任访问北京校友企业：6月8日，为加强中欧国际工商学院与校友之间的紧密联系，支持电商和环保企业，中欧校友关系事务部王庆江主任专程赴京参观考察了京东、盈创再生两家校友企业。

Alumni Enterprise Visits – In keeping with the school's continued efforts to foster close ties with alumni and support their efforts at creating and nurturing sustainable enterprises, Director of CEIBS Alumni Relations Department Wang Qingjiang visited two Beijing-based alumni enterprises on June 8, Jingdong and Incom.

2.中欧校友航空协会成立：6月16日，中欧校友航空协会在上海校园隆重成立。中欧朱晓明院长亲自出席并致辞，校友关系事务部王庆江主任宣读了第一届理事会名单。上图为协会会长曾海军先生发言。

Taking to the Skies – CEIBS Alumni Aviation Association was launched during a ceremony at the Shanghai Campus on June 16 with the school's Executive President Zhu Xiaoming giving a keynote speech. Chapter President Zeng Haijun (above) also gave a brief speech during the event.

3.高峰论坛：6月29日，2013中欧南京校友电商高峰论坛由中欧南京校友会、中欧校友连锁经营协会、中欧校友移动互联网协会和苏宁云商共同举办。

Executives' Forum in Nanjing – The 2013 e-Commerce Executives' Forum for CEIBS Alumni in Nanjing, Jiangsu Province was held on June 29, a collaboration among the CEIBS Alumni Nanjing Chapter, the CEIBS Alumni Supply Chain Association, the CEIBS Alumni Mobile Internet Association and Suning Cloud E-Commerce.



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1. 黄怒波校友第三次顺利登顶珠峰：3月，中欧教育发展基金会理事、中坤集团董事长黄怒波（EMBA 1996）先生第四次走进珠穆朗玛圣峰，于2013年5月17日13点30分顺利登顶，成为世界历史上首位三度问鼎世界之巅的中国企业家。

Top of the World – Chairman of Zhongkun Group Huang Nubo (EMBA 1996) reached the peak of Mount Everest at 13:40 on May 17, becoming the first Chinese entrepreneur to scale the world's tallest mountain three times.

2. 中欧CEO校友游学美国：4月28日至5月6日，32位中欧CEO校友在中央汇金投资有限责任公司副董事长李剑阁先生的带领下，进行了“美国斯坦福-硅谷-巴菲特股东大会”游学访问。此次游学围绕着“学术-企业-政府”三个维度展开，对话多位知名高端人士，帮助校友们全景式了解和感受美国文化。

CEOs on Tour – More than 30 CEIBS alumni CEOs participated in a study tour to the US from April 28 to May 6. The tour was led by Li Jian'ge, Vice President of Central Huijin Investment, and organized by the CEIBS Education Foundation.

3. 中欧-北京奔驰高尔夫对抗赛：6月21日，中欧国际工商学院携手北京奔驰在上海天马乡村俱乐部展开了一场别开生面的高尔夫对抗赛。中欧队以总杆999杆的优异成绩战胜了北京奔驰队，获得团体组冠军。

Golf Challenge – On June 21, CEIBS challenged Beijing Mercedes-Benz to an exciting golf competition at the Shanghai Tianma Country Club. The home team beat the guests with a total score of 999, taking the championship.

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